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People Profile: John Dove

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connecting titles and library resources for the benefit of users. The launch of **Topic Pages**, an all-in-one starting point for students to begin their research process, further combined quality research, images, and additional library resources such as databases and the library catalog. The nearly 10,000 **Topic Pages** provide great overview, background, and vocabulary information from **Credo Reference** content. As our e-reference offerings further developed, **Credo** launched Publisher and Subject Collections, which enable libraries to further augment their collections with subject-specific and publisher-specific reference titles. Today there are 38 Publisher Collections and 8 Subject Collections, all of which are available for perpetual purchase and subscription.

You can see that **Credo Reference's** products have developed around our mission of promoting information literacy and research effectiveness. Since each offering has built on past success and allowed libraries to realize their possibility for impact and to address challenges, we are enthusiastically looking forward to launching our next product, which will combine our current content with information literacy tools and services.

ATG: *According to your Website, Credo "provides libraries with General Reference and Publisher and Subject Collections offerings which can be customized to meet their institution's needs." How can libraries mix and match these various collections? Can you be more specific about your subscription options? What do you base your subscription pricing structure on? FTE? Budget Size? Why?*

JD: Our flagship product, **Credo General Reference**, is offered as an annual subscription. This service, currently at 560+ titles, or 3.4 million entries, and growing, offers broad coverage across all major subject areas, giving libraries an easy way to ensure they offer their users a well-thought-out collection. **Credo General Reference** also includes our nearly 10,000 **Topic Pages**. They provide a simple and smart way for libraries to extend their services and high-value online resources while managing costs. The **Credo** Publisher and Subject Collections enable libraries to build deep and authoritative reference eBook collections, based upon their unique needs, either by publisher or by discipline or by both. Pricing is based on library type and size (FTE or population served).

ATG: *You offer both subscriptions as well as perpetual purchase. Can you tell us how that works? What do you mean by perpetual purchase?*

JD: **Credo General Reference** is offered on a subscription basis. Our Publisher and Subject Collections, offered standalone OR alongside a subscription to **Credo General Reference**, are available for subscription or Perpetual Purchase. Perpetual Purchase is a one-time purchase that gives libraries the same perpetual rights as if they had purchased the hard copy of a title, but with all the added benefits that come with the **Credo Reference** technology. All options offer

against the grain people profile

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BORN AND LIVED: Oak Park, Illinois (through 18). Oberlin, Ohio (through College). New York City (through '69 and Woodstock). Boston, Mass. ever since.

EARLY LIFE: Newspaper boy (10 years), Ranch hand (haystacker) 5 summers at Marys River Ranch in Deeth, Nevada.

PROFESSIONAL CAREER AND ACTIVITIES: All my career has been centered around online presentation of information and the enhancement of learning. I joined a start-up on Wall Street (**Interactive Data Corporation**) in 1968 that had 200 people and a super-computer focused on effective searching and presentation of financial information. In the early 90s I worked for the strategy company, **Symmetrix**, with teams that applied both technology and organizational principles to the challenges of creating learning organizations. In the late 90s I was President of **SilverPlatter**, an experience that introduced me to both **Bela Hatvany** and the library world. Just before joining **Credo Reference** I worked at **Harvard's Kennedy School of Government** in a program of executive education related to e-Government.

FAMILY: Fifth of five children. Mother: Library Researcher at **Encyclopedia Britannica**, Father: Biologist and Social Scientist.

Married for 37 years to **Gloria**, one of the best teachers of young people on the planet. Our two sons aged 28 and 33 are both teachers, fluent in a foreign language, athletic, musicians, avid readers and excellent cooks (and they have serious women in their lives who appreciate these things).

IN MY SPARE TIME: Reading, running, motorcycle touring, and playing piano.

FAVORITE BOOKS: *Lila and Zen* and *The Art of Motorcycle Maintenance* by **Robert Pirsig**; *The Worlds of Reference* by **Tom McArthur**; *On Followership* by **Robert Kelley**; *War and Peace* by **Leo Tolstoy**.

PET PEEVES: None. See below about "positive thinking."

PHILOSOPHY: I'm a fundamental fallibilist (**Karl Popper**) meaning that I believe in questioning everything and then building on what works. But I try to be open to the possibility that I have it all wrong.

MOST MEMORABLE CAREER ACHIEVEMENT: Featured in a training film by the **American Management Association** as an example of a leader who exhibits "Positive Thinking."

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: To see in full-fledged adoption the following virtuous cycle: reference content on the open web draws uninitiated new learners into libraries where they benefit from accessing the truly valuable resources that librarians assemble for their benefit and thereby give financial returns to those who produce such valuable resources.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: The power of the expanding network on the web will build on the local and institutionally-specific knowledge and skills of librarians to enhance the online experience of the general population of life-long learners everywhere. 🐼

unlimited use both in the library and for remote users. Libraries have on-demand access to usage statistics and free MARC records to download for their catalog.

ATG: *You recently signed a deal with the Ex Libris Group to provide Credo Reference content to their users via Ex Libris Primo Central Index. Does this offer Ex Libris users access to all Credo Reference products? Are you looking to strike deals with other discovery service partners?*

JD: In fact, we have agreements in place with not only **Ex Libris** but also **Summon (ProQuest)** and **EBSCO Discovery Service**.

These agreements allow for our customers to access their **Credo Reference** collections through their discovery system. In addition, our agreements provide for **Credo Reference** content to be treated differently — so that it is not lost at the bottom of a reverse chronological results list. This special treatment of our content shows the importance of offering a clear starting point for research — reference has always filled that role, and we are thrilled to have these partnerships recognize the value our **Topic Pages** provide, especially at the start of a research endeavor.

continued on page 50